

The purpose of Closed Deal email is simple... to deliver access to the closing document to your seller or buyer after the transaction has closed. This opportunity should be used to gain more business for the future.

When used correctly the Closed Deal Email campaign should also set appropriate expectations and congratulations for the closing AND reconfirm the right decision they made working with you.

**Closed Deal Email Campaign**

The purpose of an Escrow Open email is simple... to deliver access to the escrow/closing document to your seller or buyer. This opportunity should be used to gain more business for the future.

When used correctly the escrow open mail should also set appropriate expectations for the closing process AND reconfirm the right decision they made working with you.

**Escrow Open Email Campaign**



**Ascension Series**  
(The Different Types of Email Campaigns)

**Testimonial Getting Campaign**

No matter if you're working with sellers, buyers, or leases... you NEED testimonials, they're peer-to-peer social proof and the ultimate sales tool. But there is a problem... MOST people never get testimonials they can use for online when majority of the sellers and buyers use online to make a decision who to work with.

So how do you get testimonials and not just "generic, 'I enjoyed working with you' or 'thanks, my home selling experience was wonderful' or 'So and so is great'" kinda junk but real objection overcoming testimonials?!?

**Post Client Survey Campaign**

The easiest way to turn a client into a multi-client or a multi-referral while turning them into a brand evangelist is to ask for their feedback then show them that you listened...

That's exactly what the post client survey campaign does BUT that's not all it does... this simple 3-part campaign also increases referrals, repeat business, and the BEST clients on your list and allows them to raise their hand to give you amazing testimonials.